

AN ORDINANCE

00-0-0859

BY

**AN ORDINANCE TO PROVIDE FOR  
CORPORATE SPONSORSHIP (NAMING  
RIGHTS) OF CERTAIN CITY  
OWNED FACILITIES AS A SOURCE  
OF GENERAL FUND REVENUE AND  
FOR OTHER PURPOSES**

**WHEREAS**, the city of Atlanta owns, maintains and operates various parks and other facilities; and

**WHEREAS**, throughout the country, those involved in property ownership and property management are being rewarded via a new revenue system – corporate sponsorships; and

**WHEREAS**, the city of Atlanta has the potential to realize millions of dollars by exploring this concept with various corporations and organizations; and

**WHEREAS**, certain city owned facilities could generate monies to the general fund of the City of Atlanta:

**BE IT ORDAINED BY THE COUNCIL OF THE CITY OF ATLANTA,  
GEORGIA as follows:**

**Section 1.** It is the intent of this ordinance to cause the naming of certain city-owned facilities to be modified so as to include therein, a revenue-producing component.

**Section 2.** The purpose of this initiative is only to confer naming rights and shall not confer any management, operational, ownership or other controlling rights with respect to publicly-owned facilities.

**Section 3.** The name modification process shall exclude companies whose products are deemed to be injurious or hazardous to the health, safety and welfare of the public, such as alcohol, tobacco, fire arms, and adult-oriented materials and products.

**Section 4.** The Purchasing Agent of the City of Atlanta is requested (1) to secure the services of a consultant to assist the city in this regard and (2) to solicit bids or proposals for potential companies or firms to effectuate this initiative.

**Section 5.** Upon the selection of a company or firm, it is the intent of the Atlanta City Council to modify the official name of certain city-owned facilities with the name of the successful company or firm.

**Section 6.** That all ordinances and parts of ordinances in conflict herewith are hereby repealed.

00-0-0859

(Do Not Write Above This Line)

AN ORDINANCE

BY FINANCE / EXECUTIVE

AN ORDINANCE TO PROVIDE FOR CORPORATE SPONSORSHIP (NAMING RIGHTS) OF CERTAIN CITY OWNED FACILITIES AS A SOURCE OF GENERAL FUND REVENUE AND FOR OTHER PURPOSES

FILED BY  
CITY COUNCIL

DEC 03 2001

- ☒ CONSENT REFER  
☐ REGULAR REPORT REFER  
☐ ADVERTISE & REFER  
☐ 1st ADOPT 2nd READ & REFER  
☐ PERSONAL PAPER REFER

Date Referred 6/19/00

Referred To: Finance / Executive

Date Referred

Referred To:

Date Referred

Referred To:

Committee Finance / Executive  
Date 6-19-00  
Chair  
Referred to FINANCE - EXECUTIVE COMMITTEE

Committee  
FINANCE / EXECUTIVE

Date

Chair

Action:

Fav, Adv, Hold (see rev. side)

Other:

Members

Refer To

Committee

Date

Chair

Action:

Fav, Adv, Hold (see rev. side)

Other:

Members

Refer To

Committee

Date

Chair

Action:

Fav, Adv, Hold (see rev. side)

Other:

Members

Refer To

Committee

Date

Chair

Action:

Fav, Adv, Hold (see rev. side)

Other:

Members

Refer To

FINAL COUNCIL ACTION

☒ 2nd ☐ 1st & 2nd ☐ 3rd

Readings

☐ Consent ☐ V Vote ☐ RC Vote

CERTIFIED

DEC 3 2001  
ATLANTA CITY COUNCIL PRESIDENT  
*[Signature]*

CERTIFIED  
DEC 03 2001

*[Signature]*  
DEPUTY MUNICIPAL CLERK

MAYOR'S ACTION